

AFFIRMATIVE MARKETING RESOURCES

CREATING AN AFFIRMATIVE MARKING PLAN

As part of the agreement to provide affordable housing, you may be required to submit an affirmative marketing plan. These resources are designed to help you do so effectively. There is no hard and fast rule about the extent of affirmative marketing that is required, but it is essential that you create a plan that is appropriate to the size of your property, and that will succeed in attracting a diverse population of income eligible clients. It is recommended that you choose media outlets or organizations in the region of your property, and with awareness of the income level you are targeting. Some level of outreach to diverse populations is also highly encouraged.

The following organizations can be helpful in listing an affordable housing opportunity for clients, or identifying potential income-eligible buyers and/or renters for a property.

The accompanying King County Media List provides an updated list of nearly all current, viable newspapers in King County, including some that are web-based only, and a listing of some of the major radio and TV stations. Several of the latter have non-English language programming. The newspapers are divided into regional press, community press, and ethnic/minority press.

RENTAL HOUSING RESOURCE

www.aptfinder.org provides a list of affordable rental properties in King County with current availability, as well as a service to allow an affordable rental property to be listed on their site.

OWNERSHIP HOUSING ORGANIZATIONS

Many of the following organizations maintain waitlists of income-eligible households seeking affordable home ownership opportunities and/or publish lists of affordable housing opportunities for their clients. Some provide homeownership education or rental opportunities as well.

Community Home Ownership Center (206) 587-5641

Homesight (800) 317-2918 or 206-723-4153

Homestead Community Land Trust (206) 323-1227

ARCH: A Regional Coalition for Housing (Eastside) 425-861-3677

Urban League of Metropolitan Seattle (206) 461-3792

International District Housing Alliance (206) 623-5132

Washington State Housing Finance Commission 206-464-7139 or 800-767-4663 (HOME)

House Key Plus Program 1. 800.767.4663
